

The floor for an atmosphere

*of luxury and
refinement*



ARMSTRONG'S RUBBER TILE

PREMIUM QUALITY — REINFORCED FOR LONGER WEAR

For luxurious



Distinctive homes gain extra beauty from the color, graining, and textured appearance of Armstrong's Rubber Tile. Its ◀ durability makes it a practical floor, too.



Ideal for bathrooms, Armstrong's Rubber Tile is splashproof, wipes up quickly. Dirt just won't cling to the gleaming, mirror-smooth surface of this floor. ◀

floors of exceptional durability—choose

ARMSTRONG'S RUBBER TILE

When you're looking for a floor that will give your home or place of business a special look of elegance, Armstrong's Rubber Tile is the perfect choice. It's also a practical choice. Reinforced both chemically and physically to provide resistance to cooking oils and greases, and to insure longer wear, Armstrong's

Rubber Tile will give many years' service without losing its beauty. The extra durability of Armstrong's Rubber Tile results from the premium quality ingredients used in its formulation, precise control of critical manufacturing processes, and an exclusive reinforcement of tough fibrous filaments.

OUTSTANDING BEAUTY. Clear, rich coloring and sharply defined graining make Armstrong's Rubber Tile exceptionally beautiful. The lustrous sheen of this floor adds to its unusually luxurious appearance. Highly skilled hand-controlled manufacturing techniques produce exceptional clarity and depth in a range of colors styled to harmonize with any decorative scheme.

EXTRA DURABILITY. Even concentrated traffic will not affect the beauty of Armstrong's Rubber Tile. Colors go all the way through each tile, won't wear off or lose their clarity. This tough, rugged floor will take furniture loads up to 200 pounds per square inch without indenting.

UNDERFOOT COMFORT. The natural resilience of high-quality rubber is retained in Armstrong's Rubber Tile. Its cushioning action makes this floor comfortable to stand or walk on, lessens fatigue, and muffles the sound of footsteps.

MODERATE COST. Armstrong's Rubber Tile looks far more expensive than it actually is. For many years, it has been used widely in fine homes, department stores, exclusive shops, executive offices, and institutional buildings. Today, manufacturing refinements and increased volume of production have kept down the cost of this luxury floor so that it is widely popular for use in moderate priced homes as well.

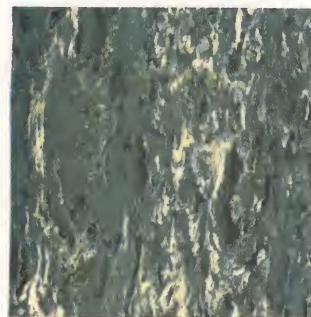
Modern Commercial Interiors take on new smartness with Armstrong's Rubber Tile. The glistening surface of this floor lends a sparkling freshness to the decorating scheme. ►



*These beautiful colors in
Armstrong's Rubber Tile
make it easy to design
a distinctive floor*

One of the biggest advantages of a floor of Armstrong's Rubber Tile is the way you can style it to meet your individual decorating needs. The complete line of 23 colors shown on these pages indicates the tremendous range of decorative possibilities it offers. And since this floor goes down tile by tile, it can be arranged in countless designs and color combinations at no extra cost. You can choose a floor all of one hue or one with a design that uses complementary colors. An exclusive Armstrong process for mixing in the color pigments keeps them clear and bright.

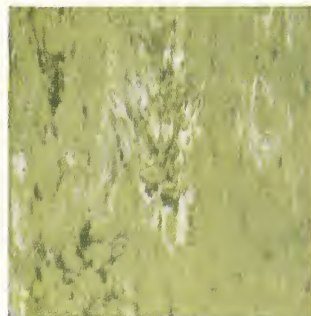
Specially cut strips of contrasting colors or decorative insets representing insignia, trademarks, and monograms can be used to add individuality to floors of Armstrong's Rubber Tile. It's an inexpensive way to add extra interest.



*Jade Green White No. 652



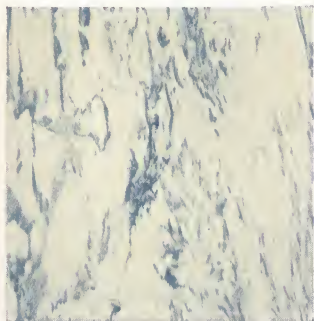
*True Blue White No. 676



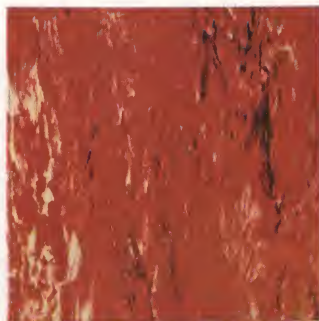
Chartreuse No. 646

Armstrong's Rubber Tile helps create a favorable first impression in reception rooms and entrance lobbies. This floor is also especially suitable for such areas because of its unusual ability to stand heavy traffic.

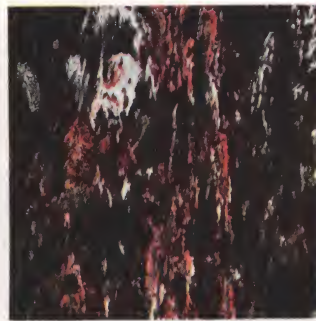




White True Blue No. 674



*Spanish Red Paisley No. 668



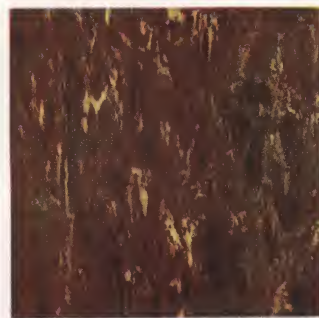
Black Ruby Red No. 666



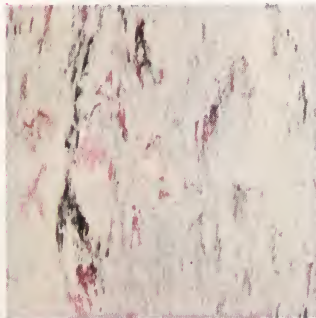
*Ruby Red White No. 665



*Pink Tennessee No. 681



*Mahogany Paisley No. 689



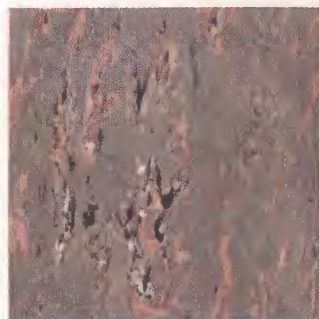
White Ruby Red No. 664



Plain Black No. 695



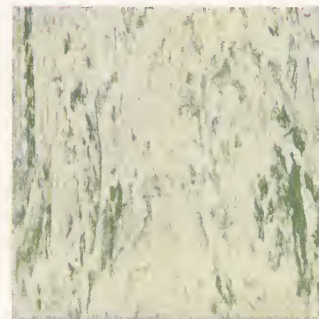
*Ecrulette No. 609



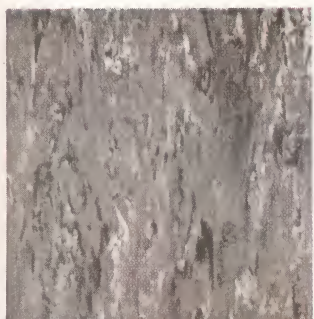
*Coralette No. 611



Canary Yellow No. 612



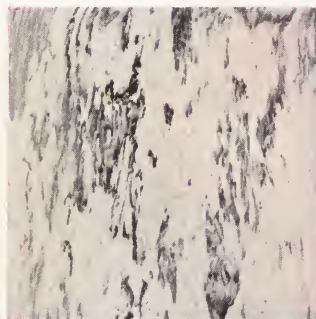
White Jade Green No. 651



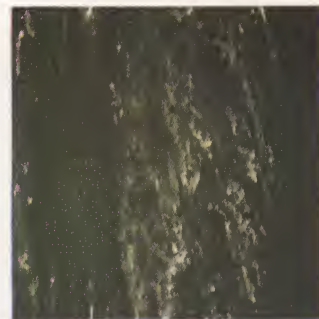
*Silver Gray No. 656



*Dubonnet No. 626



*White Black No. 653



Cypress Green No. 649



*Black White No. 613



*Beige Taupe No. 610



Verde Antique No. 650



*Napoleon Gray No. 625

Quiet, dignified atmosphere ► required in banks, libraries, churches, and courtrooms is enhanced by the elegance of Armstrong's Rubber Tile. The resilience of this floor substantially reduces the clatter of footsteps.



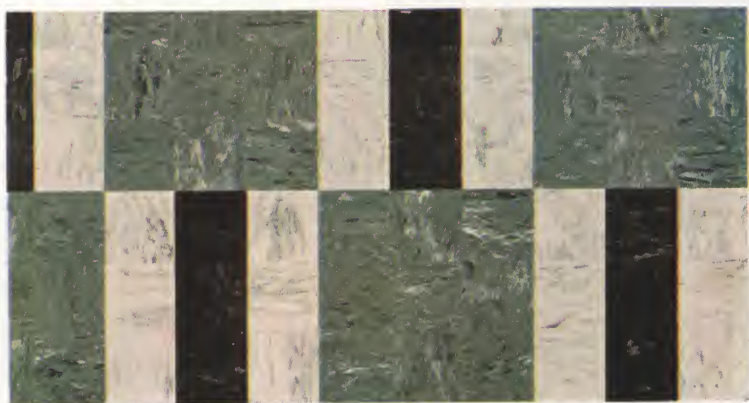
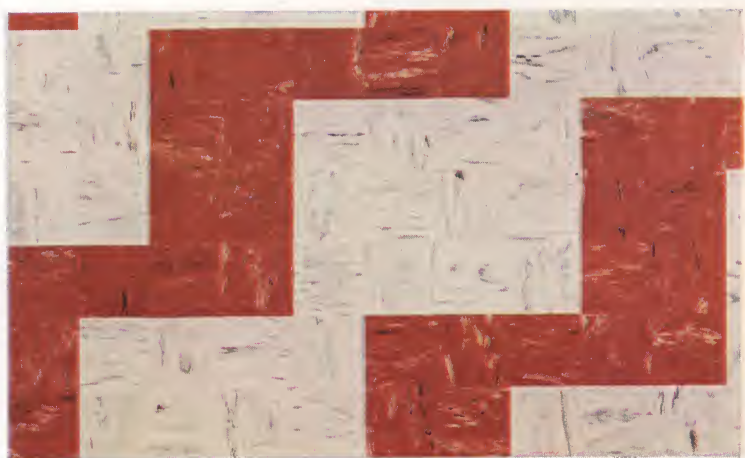
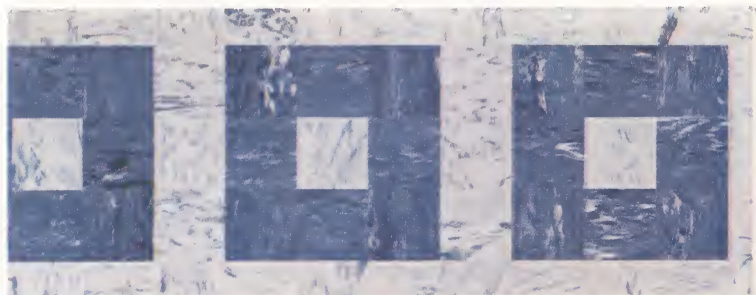
◀ **Grease resistance**, along with the beauty, durability, and exceptional resilience of Armstrong's Rubber Tile, makes it an excellent choice for residential kitchen floors.

*Now you
can choose
Armstrong's
Rubber Tile
for rooms with
grade-level
floor slabs*

Today, it is possible to enjoy the beauty and luxury of Armstrong's Rubber Tile in basement-less buildings as well as on suspended floors. A special Armstrong adhesive makes this possible. Before the development of this adhesive through Armstrong research, rubber tile was not recommended for use over grade-level concrete. The alkaline moisture in such subfloors attacked and

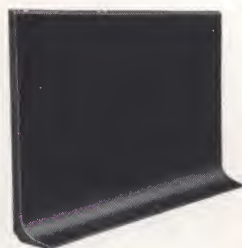
destroyed the bonding qualities of ordinary adhesives. Armstrong's Rubber Tile is also compounded especially to resist the harmful effect of alkaline moisture. Although Armstrong's Rubber Tile may now be used on grade-level concrete slabs, it is not recommended for basement floors or other areas where unusually severe moisture conditions exist.

Limitless floor design possibilities



These four floor designs give you just a hint of the design flexibility of Armstrong's Rubber Tile. You can combine colors in almost any pattern you wish because this floor goes down in individual blocks. Armstrong's floor stylists have created the colors in Armstrong's Rubber Tile especially so that they harmonize with each other. With Armstrong's Rubber Tile you can have a completely individual and original floor that reflects your tastes and ties in with your room's decorating scheme.

for easy floor care . . .



Armstrong's Top-Set Rubber Cove Base provides a handsome trim for the floor at the wall line and eliminates dirt-catching joints and corners. Made in lustrous black and five marbled colors, 4" and 6" high, 36" long. Molded corners and end pieces are available.



Armstrong's maintenance accessories make cleaning easier. Armstrong's Liquid Cleaner removes traffic marks and dirt film quickly. Armstrong's Lino-gloss® is a self-polishing wax that's especially formulated to give a durable finish to all types of resilient floors.



Protect your floor with Armstrong's Furniture Rests on the legs of chairs, tables, and fixtures. By distributing the weight, they keep furniture from indenting the floor.



In any fine interior, a floor of Armstrong's Rubber Tile provides a rich background for furnishings. The colorful beauty and rich graining of this beautiful floor can be heightened by border treatments or custom styling. Floor maintenance is simplified because the lustrous surface of Armstrong's Rubber Tile is easy to keep clean, even under heavy traffic.



SPECIFICATION DATA

Sizes and gauges

6" x 6", 9" x 9", 12" x 12", 18" x 36"; $\frac{3}{32}$ ", $\frac{1}{8}$ ", and $\frac{3}{16}$ " thick.

Feature strips

1", 2" and 3" wide; 36" long.


Special sizes

Diagonal half tiles and irregular shapes can be supplied.

Installation:

Armstrong's Rubber Tile can be installed over new grade-level concrete subfloors and over all types of suspended subfloors.

Frey & Son
1000 North Prince St.
Lancaster, Pa.



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Mike Jackson, FAIA

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